

SYSTEM AND METHOD OF PERSONALIZING COMMUNICATION SESSIONS  
BASED ON USER BEHAVIOR

ABSTRACT OF THE INVENTION

In an embodiment of the present invention, an interactive behavior-based communication system includes a behavior monitor operable to detect specific behavior and actions of a user during a communication session, a behavior matching engine operable to receive the detected user behavior and actions, match them to predetermined and defined behaviors and actions, and determine an appropriate dynamic response in response to a match, and a content database storing content presentable to the user to dynamically modify the communication session in response to the determined response.